

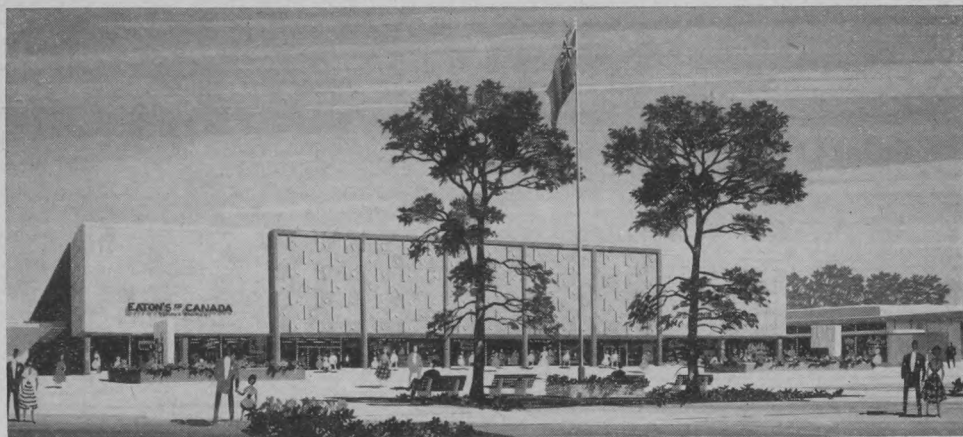


CONTACTS

SEPT.

1955

Company's First Department Store in a Regional Shopping Centre, Now Being Built in Oshawa, Ont.



Work has begun on a \$2,000,000 split-level department store which our Company is to occupy in Canada's finest and largest Regional Shopping Centre to date, now underway in the west end of Oshawa. This is Eaton's of Canada's first store in a regional shopping centre, and our three-level ultra-modern building is described by local newspapers as "the hub" of the Centre, which is scheduled for opening in October, 1956.

More than 60 retail outlets are to be included in the \$10,000,000 project being built on a 50-acre tract on King Street West, Oshawa.

The Centre will reflect the most advanced ideas in shopping-centre design, stores opening off a 1,000-foot-long central Mall. Customers will have access to free supervised parking designed to accommodate 4,000 cars at one time. An underground truck concourse will run under the Mall, speeding deliveries and eliminating traffic bottlenecks and noise. Attractive marquees will provide protection from sun and rain and many areas will be landscaped.

The Eaton store will incorporate many modern features with selling on three levels—upper level, mall level and lower level (which opens on to the parking area).

There will be 135,000 square feet of selling space and provision has been made for expansion to 200,000 feet. Air conditioning and central heating, automatic passenger-operated elevators and wide

double escalators will service all floors. Most of the major sales and promotions offered in Toronto will be made available to Oshawa shoppers through this store, which reflects more than two years of research and planning for this first venture of Eaton's into the regional shopping centre field.

The Mail Order Office and Heavy Goods Store formerly operated in Oshawa will be incorporated in the new store, but the Mail Order Office will retain its individual functions for catalogue shoppers.

Construction will feature extensive use of stone, brick, cast stone and marble, with glass used extensively on the Mall and side promenades. Wide display windows will face the parking area.

Mayor Norman Down of Oshawa officiated at the sod turning ceremonies on July 22, assisted by Mr. Hugh J. Gorrie of Eaton's, and representatives of other organizations who plan to open stores in the Centre.

MEET THE SEASON'S GOLF WINNERS—MEN'S CLUB

Shown on Front Cover

Actually, the winners and the runners-up of the A-B-C-D-E-Class knock-out competitions, also the finalists in the Class Field-Day play-off at Elmhurst Golf course, August 26. See page 13 for full list of standings. By name our picture shows, left to right and top to bottom in order:

H. Caldwell, E. Tachan, H. Kondret, H. Howard, G. Dunstan, P. Fox, M. Mundrick. Middle row: A. Sizeland, J. D. Smith, J. Linney, C. Rowland, G. Garden, D. Patterson, D. McPherson. Front row: A. Monk, E. McGregor, T. Humphreys (retiring president), G. Firth (new president), A. Baker, G. Glazier. With J. D. Eaton trophy: H. Enns.

Welcome to the Quarter Century Club

MISS NELLIE J. STARK

August 6 was the day for celebration of Miss Stark's 25th anniversary with Eaton's—during which she progressed through Parceling, the China Department, the Electricals, to her present department, the Hardware.

Her department held a "Davy Crockett" party for her at the St. Charles' Hotel on the evening before, and a male quartet of S. Bailie, S. Belsher, E. Jenkins and J. Canty sang a Davy Crockett ode to Nellie which went over in a big way. A Davy Crockett fur headpiece, gun and anniversary cake were presented. Mr. K. Chalmers then gave an entertaining "history" of Nell's career and presented gifts of a pair of "Huldah" pictures, an electric iron, a card table and 25 red roses. Nellie wore an orchid corsage, gift from her sister in California. Soloist was Donna McGregor of the department. It was a lovely party.

On Saturday morning Miss Stark was presented with the department gift of a three-piece Skyliner luggage set which she is using on her long vacation to California to visit members of her family. She also received numerous other gifts from her friends around the Store. Best wishes to the popular Nell for many more happy years with Eaton's.

GEORGE E. RAE

Mr. Rae was away on his long vacation in Ontario and the States when his anniversary date rolled around, August 18, so we hope to have more news of celebration later. However, we managed to "capture" a picture of the smiling George for this page. Native of Paisley, Ontario, Mr. Rae graduated in Pharmacy, and after various travels including three and a half years' service, mostly overseas, with the Medical Corps in the Great War, started with Eaton's Dispensary in 1930. Married, and with one daughter, Joyce, George likes hunting and fishing, while lodge work "takes up the slack" at other times.

MRS. LAURA GOBEIL

Born "right here" in St. Boniface, Mrs. Gobeil has been with the China all her 25 years—in fact, she showed us her original starting card to Department 221 (as the China was then numbered), a nice souvenir! On the morning of Saturday, August 27 (her anniversary was the 28th), she was greatly thrilled to find among the welcoming crowd an old friend, Mrs. Amison, retired member of the staff who had come specially to greet her and present a corsage. Flowers—which she loves—and personal gifts adorned her decorated desk, and she received a department gift of Tri-Ply Tecoware for her kitchen.

A daughter (also an Eatonian before marriage) and a son, and three young grandsons afford her full interest outside working hours.



Apart from these, no special hobbies, says she. Best wishes for continuing happy, healthful years with the Company, Mrs. Gobeil!

EATON THEATRE GUILD STARTS ACTIVITIES

Committee for 1955-56 Season

President.....	Arni Monk, Dept. 221
Vice-President.....	Nellie Nichols, Dept. 174
Secretary.....	Frances Tease, Dept. 174
Treasurer.....	Dave Swan, Dept. 528
Bus. Manager	Mike Zarzychi, Dept. 32
Membership.....	Max Jennings, Dept. 132
Stage Manager.....	Jim Spencer, Dept. 60
Production Secretary	
	Doreen McKenzie, Dept. 117
Wardrobe.....	Moyra Horne, Dept. 116
Make-up.....	Shirley Phipps, Dept. 212

Plans are underway for a season of entertainment and fun. We are still looking for new members. Even though you are not desirous of being an actor, there are many other fields open in our stage work which are shown on the posters now on display. So make your application now and plan to attend the first meeting—the date of which will be announced later. Any of the committee will be glad to have you get in touch with them if interested.

Red Deer Store Manager Retires

MR. B. W. BENNETT

Honoured at a Banquet and Dance on Eve of
His Retirement August 1



A man who will be missed by all golfing and curling Alberta Eatonians — for he, with assistant manager Mr. Houston, was their host for many years at summer and winter events — Mr. Bennett was perhaps as well known to western Eatonians as any man in the organization. Particularly was this so in Alberta, where the midway geographical location of the town made it the natural place for the “gathering of the clans” when north played south at games. Added to this was Mr. Bennett's own charm of personality and keen interest in promotion of goodwill among Eatonians, coupled with keen sporting challenge.

We quote some items from the report by Calgary “Chinook Winds” Red Deer writer, Mr. D. Vahey:

“Present from ‘outside’ were Mr. and Mrs. A. H. Young, Winnipeg; Mr. and Mrs. J. A. Snowden and Miss M. Legate, Edmonton; Mr. H. McNeill, Mr. and Mrs. F. H. Palmer, Mr. J. C. Hartley and Mr. and Mrs. Barry Jones, Calgary; Mr. and Mrs. E. C. Davis, Lethbridge; Mr. R. S. McBride, Medicine Hat; Mr. and Mrs. R. F. Matthews, Prince Albert. Mr. A. (Sandy) Houston, of Red Deer, was the able chairman. Mr. T. W. Bennett, who has succeeded his father in the store management, introduced these representatives and other special guests.

“Mr. Bennett was over 27 years with the Company, after Eaton's bought Lord's store in 1928; and Mr. W. E. Lord, who

brought Mr. Bennett to Red Deer in 1915, was present to offer his felicitations to Mr. and Mrs. Bennett. Mayor G. W. Halladay, of Red Deer, also was present and spoke warmly of Mr. Bennett's good work and citizenship over the years.”

Many gifts were presented, many tributes paid; notable among which was a letter from Lady Eaton thanking Mr. and Mrs. Bennett for their warm friendship of more than a quarter-century.

An informal meeting of old friends at the Store's Coffee Bar was also a “surprise” to Mr. Bennett on his last morning at work. Mr. and Mrs. Bennett are now on a tour of several months in Britain. We all wish them a happy holiday and retirement.

Winnipeg Eatonian on “Television”

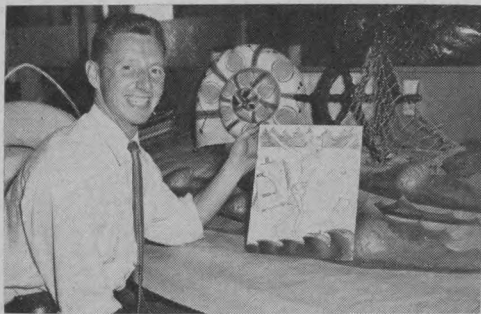
Mr. Les Walker Appeared on Winnipeg's CBWT “Spotlight”
Interview, Tuesday, August 16

In this interview about the duties and doings of a Floorman in a large store, Les' experience on the stage (and shall we say perhaps his having had to face “the Brass” when a wartime “chief” in the navy) helped him to make a most effective appearance. The interviewer and Les did bring up the odd chuckle of course about the lost child who finds it's nice to get lost in Eaton's; but the interview was well managed and Mr. Walker's answers given with confidence, knowledge and vivacity.

The Store, of course, was not mentioned by name; but we appreciate the choice of a fellow-Eatonian for this public appearance, and would like to congratulate him on putting over a message of serious training for efficient service to customers—a tribute to all Floormen and, we like to think, particularly to our own Store staff.



These Two Eatonians Took Part in Lake Challenge



When Norman Buckboro, of the Construction Office, returned to work after his August attempt to swim across Lake Winnipeg from Grand Marais to Winnipeg Beach, he found his desk appropriately decorated by his colleagues as shown here. Norm, who covered five miles of the distance before leaving the lake, acknowledged that the chill was a bit too much for him, and tensed him up. Well, there are other summers and many other days and here's wishing you best of luck on any future try, Norm. (Norm, by the way is the son of Mr. N. B. Buckboro, assistant in the Electrical Workroom, and nephew of Mr. B. M. Buckborough in the Refrigerator Service.)

The other swimmer who we think we may justly call "Eatonian" is Mrs. Vivian Thompson, daughter of Mr. Tom King, of the M.O. Radios and Music. Now a young married woman with two children, Vivian King—while an Eatonian here and in Toronto organization—won wide fame as a distance swimmer, winning among others, the C.N.E. World Championship. Expertly guided by Mr. Gilbert Eaton on his launch, point to point across the lake, and attended by her husband and father, Vivian made remarkably good time but was defeated just about two miles from the end by a sudden and dangerous storm. While Kathie McIntosh and Rudy Schlack have completed the swim and been deservedly acclaimed, Vivian's supporters all feel that she has "what it takes" and are looking forward to her topping the records next season.



Use Your Spare Time to Advantage This Winter!

Employees who register for any of the many evening courses offered by the various schools and colleges may receive financial assistance if the course is in connection with their work at Eaton's and approved by the Company.

Further information and literature may be obtained by inquiring at the STAFF TRAINING OFFICE, SECOND FLOOR, STORE.

Here's an Eatonian with a Rewarding Hobby

Early study now pays off for MR. W. D. NIXON, of the M.O. Hardware. Through his knowledge about dogs he has been able to work as a professional judge at dog shows for many years.

In recent years with Eaton's generous holidays for longer-service employees, Bill has been able to arrange his vacations to accept more assignments. He is, by the way, one of only three men in this district qualified to act as judge of all breeds, and this makes him very valuable at numerous shows—some of them quite large.

Mr. Nixon has just returned from judging at Grand Forks, North Dakota (a permit visit; he expects to be granted a U.S. official judging license shortly to take him farther afield). They were very pleased there with his work and wrote to say so—judging over 50 dogs in nearly 20 classes.

Mr. Nixon judged at Saskatoon in June—around 150 dogs of all breeds and many

classes. On his list for the coming part of his vacation are Calgary, Alta., and Victoria, B.C.—September 6 and 9. Bill counts the show at Guelph, Ont., a few years ago as one of his outstanding jobs—judging nearly 400 dogs of all breeds and classes.

Working with other officials and clubs, he is now campaigning for obedience teaching, and a class for it in the shows. His advice, Mr. Nixon says, is willingly offered to any fellow-Eatonians who wish to have it to help train dogs in obedience.



"Shirtsleeve Session" Marks Postmasters' Meeting



Comfort won over dignity the warm evening of Tuesday, August 2, at the Fort Garry Hotel, when gracious permission was given for men to remove their coats.

It was at the dinner tendered by Eaton's to the Manitoba Branch, Canadian Postmasters' Association. With the agenda in the hands of the Association, their president, Mr. Donald MacDonald (shown at left of the group of three), acted as chairman. Mr. MacDonald is postmaster at Ninette.

Mr. E. G. Rogers, M.O. Operating manager, conveyed the Company's thanks as a big postal user, for a public service well performed day by day and year-in, year-out (shown second from left). Pictured third from left is Mr. Vic Costello, the postmaster at Stonewall and secretary of the branch. His speech, during which he thanked the Company for their hospitality and co-operation, was a masterpiece of oratory that brought him a standing ovation and made a memorable climax to a most pleasant evening.

Finlay Tease Calls "Time" on Long Career

Another veteran of the Great War left us on Thursday, September 1, when Mr. Finlay J. Tease retired from the Time Office where he had been department manager for many years.

As well known as any Winnipeg Eatonian, Finlay was as popular for personality as he was respected for effective control of his department's service. His office that morning was the focus of a steady stream of well-wishers and many personal tokens and messages.

The department gift was a movie camera, and to accompany it, the Receiving Department (his first field of service) presented a projection screen. An electric lawn-edge trimmer conveyed the appreciation of the Store superintendent and staff; and friends in the Wages Office presented a Ronson lighter with tray, and a beautiful Copenhagen figurine.

The department held an informal dinner in his honour at Moore's that evening, Mr. George Allan presiding.

Head table guests, in addition to Mr. and Mrs. Tease, were: Mr. W. L. Palk, Store superintendent; Mr. and Mrs. B. Sutherland, Mr. and Mrs. D. W. Neelands. Friends from the Wages Office also attended. Mr. Allan, Mr. Palk, Mr. Sutherland and Mr. Neelands all extolled the guest of honour's unflinching co-operation and outstanding capacity for good work. On behalf of the staff, Mr. G. Griffith expressed their pleasure in working for Mr. Tease, and extended all their best wishes for a happy retirement for him and Mrs. Tease. He then presented a lighting standard outfit for indoor work with the camera. Mrs. Cathie Walker, for the staff, presented Mrs. Tease with a pair of filigree-inlaid candlesticks.

He was too overcome with the kindness to say much, Mr. Tease replied, but thanked them for all they had done, and the Company for the grand treatment, he had received over the years.

Mr. and Mrs. Tease are planning a visit east to see their married daughter, but for the present intend to make Winnipeg their home.



Introducing—1955 Eaton Softball Champions

By Walter McDonald

As reported last month, the Rockets were the finals winners in the men's league. In the girls' league Royals won over the Cubs two straight games in the semi-finals; then met the Imps. It was a good series, Imps winning one and making a tied game of another; but Royals garnered a total of three wins to take the top place.

Royals—Left to right, back row: Ruth Roch, Shirley Derksen, Joan Walker, Tommy Scott (manager), Stan Bilyk (coach), Carol Magnusson, Irene Swiskosky, Esther Bjorkland. Front row: Margaret Wolchuk, Yvette Dube, Eileen Simpson, Lucille Douville, Lorraine Vielfaure. Missing: Pauline Wilchuk, Marie Smith.

Rockets—Left to right, back row: Peter Krahn, Paul Letandre, Dave Gray, Ted Creran, Al McFadzean, Stan Olson, Frank Swonnell, Joe Green, Frank Philpott. Front row: Harry Neufeld, Doug Thompson (coach), Jim Hobday (captain), Walter McDonald (manager), Bill Predinchuk. Missing: Frank Ander-ton, Bud Insch, Jack Mawhinney.



FLASH!

Just heard while going to press that the girls' teams managers and coaches held their annual "pow-wow" and among other things selected the most valuable player of the season. This time it's Edna Johnson of the Jets!

SOFTBALL LEAGUE dinner and dance was held at the Assiniboine Hotel on Thursday night, September 15. More about this merry affair in next issue.

Don't Give FIRE a Place to Start!
It's National Fire Safety Week October 9 to 16. See Back Cover of this issue.

REMINDER . . .

About Eaton's TELEPHONES

Correct wording to use in saying Eaton's Phone Numbers . . .

and correct use of them . . .

STORE Number, also for general MAIL ORDER information and inquiries . . .

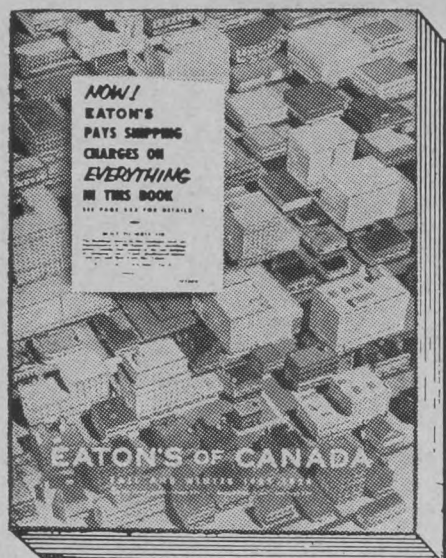
SUnset 3-2115

(Sunset Three-Two-One-One-Five)

**NUMBER FOR ORDERS FROM
THE CATALOGUES**

SUnset 3-2110

(Sunset Three-Two-One-One-O)



NEW FALL and WINTER CATALOGUE . . .

**Gives First Composite
Picture of**

EATON'S OF CANADA

Eaton's Catalogues are, and always have been, the most eagerly awaited and watched for publications in the mail bag. Right now the new Fall Book has been received in practically two-thirds of the country's homes. This year it's a particularly impressive book—the largest of its kind issued in Canada—containing over 16,000 items, considerably more than last year.

The cover of the new Fall and Winter Catalogue will add to your pride in being an Eatonian; for here is assembled for the first time a composite picture representative of the 392 buildings in Canada over which the Eaton banner flies . . . Mail Order Buildings, Stores, Mail Order Offices, factories and warehouses . . . buildings that are stretched all across Canada from Newfoundland to Vancouver Island, but united in the one purpose of bringing to customers, wherever they may live, the greatest shopping satisfaction that can be offered.

It's a brand new book in many ways, and from Front Page to Back Cover presents a "new look." The styles of type used and the general presentation were designed to make it more pleasing to the eye, easier to read and to order from. New techniques were used on some colour pages with great success in giving true-to-life reproduction.

Turn to the section of Fur Coats—and you may well think you have opened a magazine of women's fashions!



There are innovations, too, in the furs themselves. Shown is a coat of Sheared Raccoon, for instance, which is new to Mail Order; a full-length fur stole, also new. Featured is a furrier's new method called "Feelite," a tailoring technique in the making of fur coats which gives them a better fit and an incredibly lighter feeling.

Biggest news in Cloth Coats is the "Borg," an All-Orlon, deep-pile fabric of remarkable lightness yet great warmth.

Eight

A new shimmering texture called "Florentine" enriches the dress section, highlighting glamour, and it is shown in several different styles. Swirly-skirted, slim-waisted dresses are generously in evidence, following the trend of their continuing popularity.



This season Tall Misses' Sizes in Dresses are another "new."

The Shoe pages show greater selections than ever before—many new lines in "specialized" footwear have been added—"mircle-treds"—exclusive with Eaton's in Canada; "Team Mates" and "Teen Mates" matching sports and campus hits; Gym shoes with arch cushions.

In the fabric field are many new and fascinating materials, over which the home stylist will enthuse! Tweeds seem to have taken on a new life for fall with many new weaves.



And for the men? The catalogue is replete with things with which you can "Do-it-yourself." It's easy (so the book says) and you make substantial savings when you assemble-your-own, paint-your-own, build-your-own Multi-shelves; Foam Rubber Cushions; Aluminum Storm Window Kits; Kitchen Units; Plumbing, Heating. In addition, there is page after page of tools — both power-driven and hand—to help him set up his own workshop.



—Courtesy, Toronto "Flash."



AUSTRALIAN SCOUTS Are Guests of EATON'S

Shown above, the head table—left to right: Mr. J. Hanwood, Executive Commissioner, Manitoba Scout Headquarters; Mr. T. H. Greenway, president, Greater Winnipeg Area; Lt.-Col. A. G. Oldham, in charge of the Aussie party; Chairman Graham Scrivener of Eaton's, vice-president of the Manitoba and North-West Ontario Council of the Boy Scouts' Association; Mr. C. H. P. Killick, Assistant Provincial Commissioner and Chief of sub-camp "Prairie" at the Jamboree; Dr. A. D. Robinson, president, South Winnipeg District; Mr. Bert Mudge, Eaton's "Mr. Scout" (Scout Supplies).



Above, right: Mr. Killick tells the group of western organization and the plans for the Jamboree camps. Below: Some of the Australian visitors. Bottom right: Scoutmaster Max Holbrook, of New South Wales, expresses the thanks of the guests.

Many thousands of miles from home, and on their way to the huge encampment of more than 10,000 scouts from all over the world which was meeting at Niagara Falls, 34 visiting Australian scouts were Eaton's guests for lunch, Friday, August 12.

They were welcomed by the chairman, Mr. Graham Scrivener, Women's Coats and Suits manager, a very appropriate person as Mr. Scrivener is not only high up in Scout Command as mentioned above, but also the father of two sons who have both attained the status of Queen's Scouts.

In his remarks, the chairman mentioned an article in a leading magazine on "Why Have Scouts Survived" over the many years?—and said he did not need to detail to an audience of scouts the many reasons

why the training was still so worthwhile in every country.

Wittily, Max Holbrook, of New South Wales, in thanking the Company, said that with such bountiful lunches it was not hard to see why scouts were surviving!

On behalf of the Province the boys were all given a Manitoba crest ribbon, and after a short interval while they toured the Store, went on their way to complete their busy sight-seeing and reception program for the Winnipeg stopover.



Company to Sponsor Colour Film

A full-colour 16-m.m. film of the Scout Jamboree is being sponsored by Eaton's. Prints will be made available without charge to Scout Troops and Cub Packs by Eaton's Public Relations Office in each Division, for showings to parents and friends.



Top, left: Mr. Macleod;
right: Mr. Bailey.
Bottom, left:
Mr. Boyce;
right: Mr. Comba.

ARTHUR B. BAILEY

Mr. Bailey was with the Company in 1914 before going overseas on active service in the first Great War. After 41 years of Eaton service he retired from the M.O. packing on Wednesday, August 3. Friends on the second floor presented him with wearing apparel, and the third floor group added to the department gift by presenting a camera with flash attachment and accessories. All good wishes for a long and happy, healthful retirement, Arthur!

A. BOYCE

To be born in "No-Man's-Land" would seem a quaint idea to veterans of the Great War who remember that territory in France and Belgium; but true enough, that was the name of the Hampshire village in England's famous New Forest where Mr. Boyce was born.

After eleven years with the Elevator Department, he retired on August 27 and his colleagues' gift of a travelling bag was presented to him by Mr. F. Bergman with all their best wishes for a happy and healthful time of leisure.

EATON'S MEN'S BRIDGE CLUB

will be starting play soon. Just a reminder—if you wish to join this friendly group for pleasant recreation, get in touch with: D. S. Dewar, M.O. Jewellery; M. Smithson, M.O. Dresses; T. Carstens, Store Paints, or N. McKeen, Store Men's Furnishings.

Four Honoured on Retirement

WILLIAM MACLEOD

Over 42 years of Eaton service came to a close for Bill Macleod, assistant in M.O. Draperies, on Wednesday, August 3. "No fuss," said the well-liked Mr. Macleod, when the time came; but that morning he was well honoured by his colleagues and his desk was covered with personal gifts and messages. The department staff presentation was a set of handsome pipes in an engraved case.

At a meeting of Mail Order managers and assistants in the office of Mr. A. H. Young, superintendent, Bill was presented with a gift to delight his leisure hours—a set of Toynbee's Study of History.

Every good wish in your retirement, Bill—may you puff those pipes with pleasure while indulging your taste for this really "deep" reading!

A. S. COMBA

Over 27 years ago Mr. Comba joined Eaton's and his long service in the Plumbing, Ranges, etc. will make him a greatly-missed man in that department. Of recent years he had been signature in charge of the Warehouse operation. He retired on Wednesday, August 3, and his colleagues marked the occasion by presenting him with travelling bags. May he use them on many happy travels during his years of well-earned leisure.

"Mr. Chairman, Ladies and Gentlemen . . .

"Unaccustomed as I am to public speaking . . ." How often this happens to people asked to speak at a gathering—and how needless it is to be one of them!

JOIN THE PUBLIC SPEAKING COURSE NOW

being formed under the leadership of MISS RUTH BROWNBRIDGE who teaches this subject for the Winnipeg High Schools. Planned to meet each Tuesday, 5:30 to 7:30. Fee is only \$5 and if you attend the course the Company will pay half of that!

Give your name for the course at Staff Training Department, Store.



News of the Pin Bowlers

Looks Like Another Active Season on the Alleys
as the Leagues Report Early Starts

EATON'S MIXED LEAGUE STARTS ITS 30th SEASON!

"The Big-Time Series": Talking to Sig Sigvaldason before going to press, and he confirmed that all should be ready for the announced first roll-off on Tuesday night, September 6, at the Saratoga. We hope to be on hand for that occasion! Anyone available for spare duty should get in touch with Ernie Wall, please (Department 161, M.O. Cashiers). Happy Trundlin'.

57 BOWLING LEAGUE

(5 to 7 p.m. Each Tuesday, Wasson's Victoria Alleys)

Handy and good alleys, situated on Smith Street opposite the Marlborough Hotel. Entry fee, 50 cents; prize money, 15 cents per night. A happy crowd of bowlers who have been going strong for years; time, of course, brings changes and this league is open for some new members; you'll love playing with them! Entries to the following, please—Les Croft, Sales Audit, Eighth Floor, Store; S. Ostaff, Sales and Expense Office, Sixth Floor, Store, or Doug McPherson, Employment Office. First come, first signed on—see them early and join the fun!

"COMBINES" BOWLERS SET FOR NEW SEASON

Originated in the Fall of 1947, the Combines League started among Eatonians of the Mail Order Fifth Floor—just a little group of four teams for Saturday afternoon bowling. First president—and a member who has served faithfully all these years—was Mr. Reg Prynn, of the Draperies.

The League has grown and now consists of 12 teams, using the alleys of the Bowladrome Saturday afternoons. Officers and committee for this season are as follows:

Officers

President.....J. B. Donnett
Vice-President.....Dorothea Hardiman
Secretary.....Eileen Richardson
Treasurer.....Florence Rogers

Committee

Lil Rerick
Jean Fraser
Tom Cormie
Walter Wiggins

Men—Last Call for Curling Entries

Closing Date for Entries Is September 30

Your committee has a big job to do lining up the schedules, so please get your entry in now and help them along.

Curling will start November 1. Fees are \$22.00 for two games a week—\$11.00 for one game a week, by far the lowest in town for Artificial Ice! Payments may be spread out over the season, using instalments. See R. Ferguson, General Audit, Eighth Floor, Store.

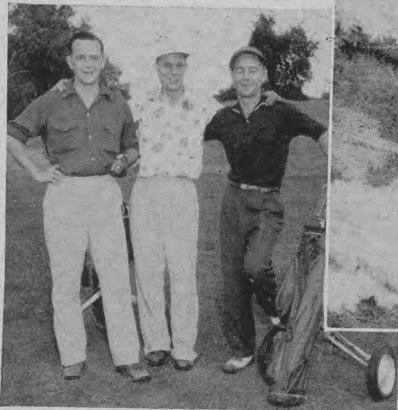
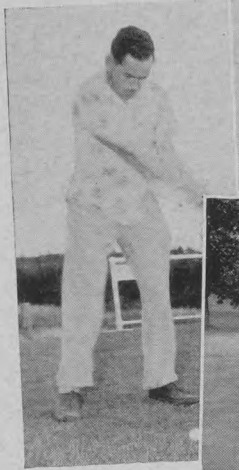
Groups will be much the same as last year. See Dave Shaw, City Luggage Department, or Dave Mackie, M.O. Hardware Department if you want to curl at times other than listed on entry form.

Anyone interested in mixed group curling over the week-end is asked to contact a member of the executive.

If you want to curl this winter there is a spot for you at the Eaton Club, but don't wait until the last minute—get your entry in now and avoid disappointment.

Eaton's Women's Curling Club Reminder

Entries for this Club also to be in the committee's hands by SEPTEMBER 30, PLEASE! Forms available from Ruby Fraser, Employment Office, Store, or Ruth Hodgson, M.O. Draperies. Split payments allowed if desired. Hurry, Hurry to get your entry "over the hog!"



Men's Club Decides Field Day and Knockout Competition on Beautiful Final Day at Elmhurst

This year's five field events, as recorded in July issue, brought just two fine days out of five. But since then this summer has provided more uninterrupted golfing and suntan weather than many years past. True, as President Al Duncan of Elmhurst said, it has been all they could do to keep greens green, let alone fairways; but that was a small thing compared to the improvement over early weather conditions. And as we write, the good weather continues—for harvest and, incidentally for golf.

President Tom Humphreys, at the banquet following the games on Friday, August 26, again thanked the Company for its generous indulgence of time for sports and (together with the Sir John C. Eaton Memorial Fund) financial help. He also thanked all members of the year's committees and the golfers generally, for fine co-operation and help, especially Secretary Les Croft.

Mr. Humphreys then asked Mr. Duncan to accept the Club's thanks for the use of the links and clubhouse, and passed on to Mr. J. Gower a hearty vote of thanks for the excellent catering at every Eaton event at Elmhurst. He then called on Mr. W. L. Palk, Store superintendent, to present trophies and prizes.

Said Mr. Palk, he was sure that our President, who donated the day's major trophy, would have been delighted to be present

and see what good competition and good fellowship the event inspired. It was evidence of the kind of leadership in Eaton's—games played well and work done well. See both these and you can be sure that the men at the top are on the job. So it was with the Elmhurst Club—a good president, a good organization, a grand course!

It was a great pleasure, said Mr. Palk, to be invited, and he enjoyed meeting what was in a way, a typical cross-section of Store personnel, and all good men—the kind our president would say made such recreation and exercise well worth while. He congratulated the executive on a very successful season. He then called on the day's chief winner—top man among the five field-day classes—who was Mr. H. Enns, of the Watch and Jewellery Repair Shop. Presentation of the trophy and accompanying miniature was the signal for a hearty round of applause for the youthful champ. Prizes for the winners and runners-up of the five competition classes were then presented by Mr. Palk. Full list of results is given below.

Incoming president George Firth was introduced by Mr. Humphreys, and in his usual jovial manner, George gave sincere thanks for the honour accorded him, and promised to do his very best, with the able committee's support, to give them as good a season next year. He knew they had been set a very high standard but would try hard to be as good at least.

Field Day Winner, John David Eaton Trophy: H. ENNS, 1766

Championship Flight

Class	Winner	Runner-up
A	E. Tachan, 261	H. Caldwell, 105
B	A. Monk, 221	A. Beavis, 212
C	E. McGregor, 232	D. Patterson, 248
D	M. Mundrick, 227	D. McPherson, 156
E	H. Kondret, 113	G. Garden, 272

Consolation Flight

Winner	Runner-up
G. Glazier, 229	P. Fox, 60
A. Baker, 272	C. Cane, 151
J. D. Smith, 142	C. Rowland, 1057
A. Sizeland, 101	H. Howard, 39
J. Linney, 221	G. Dunstan, 1766

Opposite page shows fun on the links; and on the front cover we show most of the above winners; just two unfortunately escaped us (Al Beavis and C. Cane). Sorry!



known. The men and women entered a doubles team each in the Manitoba Association tournament. Messrs. S. Poole and L. Jackson, unfortunately, were drawn against the champions and were put out in the first round; but Misses Armstrong and Jeffery survived two tough rounds—and all of them gained valuable experience!

Luckily the area of lawn bowling greens isn't too extensive so the problem of keeping the "fairways" in good grass and firm ground hasn't been beyond the powers of the groundkeepers. So the fine summer has meant a grand season for our bowlers, and President Sam Poole said that the league schedules were into the finals and by the time we're published, results should be

Eatonians Unite in Volunteer Blood Bank Donation

Mobile Blood Donor Clinic Will
Be in M.O. Building No. 2 on
MONDAY, SEPTEMBER 19 and
Following Two Days if
and as Necessary

Many Eatonians are already on the roll of Blood Donors, and will continue to be. This is a special clinic to include those who would be donating about this time, and to bring supplies up to the needed quantity by making it convenient for many more Eatonians to donate. Some of us, too, a bit hesitant in the ordinary way, can be assured by the very numbers of those donating, that it is not a "risky" business for anyone.

Just think! In this Winnipeg region alone, about 800 bottles weekly, or enough for about 2,000 transfusions per month are needed. When you consider that your contribution any one time is only about one-twentieth of your body content of blood . . . when you consider that on the average it takes only two days before your body has restored that gift . . . when you consider that it will take only about a half-hour of your time . . . then we know Eatonians will give their usual grand response to this call and



**SIGN THE DONATION CARD NOW IF YOU HAVEN'T ALREADY DONE SO—
GIVE BLOOD TO SAVE LIVES — AT THE SPECIAL EATONIANS' CLINIC
MONDAY, SEPTEMBER 19.**

TENNIS FIELD DAY SUCCESSFUL

This Wednesday afternoon event proved a pleasing success, says President Lyle Kievel, of the Sales and Expense Office. To point up the spirit of the play a mixed doubles series was arranged and in the finals Alice Barbour and Ian Johnston were victors over Diane Taylor and Harold Gould. Sets of tennis balls went to the victors. The ladies' and men's singles play-offs of the league are planned September 7 and the doubles the following Wednesday. So next issue we should have the full report and a notice of any wind-up affair which is planned. Meantime—here's to good weather for your games!

BADMINTON CLUB LOOKS TO ACTIVE SEASON

Johnny Bodner, who is on holidays, is leaving no stone unturned to get extra playing time in some court or other—but for the main "layout" we're depending on the Winnipeg Badminton Club's courts each Wednesday afternoon. Get in touch now with Yvonne Beach, Sales and Expense Office. New members welcomed.

BOUQUETS FOR EATONIANS AND EATON SERVICE!

From a Wisconsin, U.S.A., Customer:

"I enjoyed shopping in your Brandon Store very much. . . . Was especially pleased with the service rendered by the woman in the Linen Department. Having been associated with the J. C. Penny Company as buyer, etc., I am at times apt to be critical of service. The service I received was of the finest."—A bouquet for Mrs. D. Graham, B236.

To Mail Order Electricals:

"With reference to the plastic bowls on To-Fourteen

Follow No. 2367 . . . wish to inform you it has been quite worth the time to wait for these. . . . So satisfied with them we have ordered another set."

To Mail Order Notions:

"On behalf of the (Community Club) Committee . . . would say that we were very pleased with your selection of prizes for our Children's Sports Day. It's not easy to select a large variety of inexpensive prizes as acceptable as those you forwarded."



Welcome, Shriners, to Eaton's

They came, to the number of around 8,000, and with an additional several thousands of wives and families—members of the Ancient Arabic Order, Nobles of the Mystic Shrine!

Quite a tittle, and resplendent in sound as they were themselves in colour! Scores of thousands turned out to see the parades on the Friday evening and Saturday afternoon. Their costumes, the fine bands, the camels, splendid horses, mules and burros, calliopes and novelty vehicles made parades of colour and glamour. A great event staged by fun-loving yet hard-working "nobles," a main part of the objective being to further the work of the Shriners' Hospital for Crippled Children.

And many of the visitors went out of their way to make known their high regard of Eaton service and merchandise choice. Thanks, Eatonians, for the good impression you made on these thousands of "good neighbours!"



Donald S. McKellar (Eatonian, retired), Potentate of Khartum Temple, Winnipeg. Winnipeg Temple was host to the almost 10,000 visiting Shriners and their wives and families who attended. Band of Zor Temple, Madison, jammed the aisles near the Jewellery. Right: How's this for, oriental glamour! The camera captured our Information Kiosk attendant (suitably attired for the cavalcade days) Miss Audrey Murphy, with Zor Band Director, Noble W. C. Johnson, of Spring Green, Wisconsin.

Eaton's New Lethbridge Store



Shown above is the artist's conception of how the ultra-modern store now under construction in Lethbridge will look. The rear section of the store was completed first, with the store being moved from the former building for operation in the new section. Demolition crews then tore down the old building and work was immediately started on the final phase of the second section.

The store will be completed September 22, when the official gala opening will be attended by Lady Eaton. Space in the new store will be 104,688 square feet, including warehouse, as compared with 68,000 square feet in the former building. (Picture and story courtesy Eaton's "Chinook Winds," Calgary.)

Departmental News from the Store

BASEMENT STORE

Foodateria—By Ruth Berg

Shirley Kuhn left us July 30 to be married to Lee Brady. Mr. A. Carr, on behalf of the staff, presented Shirley with a coffee table and towels. At a shower held by her co-workers she was the recipient of a lovely table lamp. Stan Hildebrand left us August 13 to be married. Mr. A. Carr, department manager, presented Stan with a bed throw from the department.

Jenny Kruszelnicki left August 20 to be married to Sim Sellers. She was entertained at a supper at Chan's and was presented with a steam iron on behalf of the girls.

Congratulations and best of luck to all these newlyweds.

5c to \$3.00 Department—By M. McCance

Gerry McLellan left us to become Mrs. Stan Saffinuk, the wedding taking place at Knox United Church. She was presented with a torchere from the department. Prior to her leaving, the girls held a dinner in her honour at the Chocolate Shop, at which time she was presented with a lovely mirror and pillows. Our very best wishes, Gerry and Stan, for a long, happy married life.

Lorna Noyes, who has been in our Hardware Section for the last two years, has left to train as a nurse in Misericordia Hospital. She was presented with a brown leather handbag. We sincerely hope, Lorna, that you will be very happy and successful in your new profession.

The girls of the department held a dinner at Moore's in honour of Elsie Moller, a bride-elect. Elsie was given a lamp and iron. A presentation of bed linen also was made to her when she left us. Best wishes for married health and happiness, Elsie.

Dispatch Department—By W. Patterson

Our best wishes to James Pyfe on his marriage to Anita Gosselin of City Inspectors Department. The wedding took place on Saturday, August 27, in the Church of the Sacred Heart. On behalf of the department, Mr. J. McClure presented Jimmy with a lamp and smoking stand.

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MAIN FLOOR

Drugs—By C. O'Kelly

We congratulate Mr. Rae (Dispensary) on his quarter-century with the Store. George has just returned from his motor trip south and reports a wonderful time. Celebration by department, with report, to come later.

Although a happy situation for Alex MacDonald (Drug Counter)—because his leaving means his entering the medical profession—we are still sorry to see him go. He will make a good doctor and we wish him the best of success.

Another man we shall miss is Ken Merritt (Filling Room) who, following medical advice, has to change his occupation. We also wish him the best in his new work.

Nancy Witherspoon, who has been in our Dispensary as part of her Pharmacy course, has decided to change her state in life and is wearing a beautiful diamond. We wish the happy couple long life and happiness together.

We are sorry to hear that Mrs. Fredrickson (Drug Order section head) is ill. We hope she will soon be feeling better.

Our Mr. Duffy, Prescription Counter, had the privilege of meeting and assisting some Shrine visitors while they were in Winnipeg and shopping. The extracts from a letter received by him show how much these good neighbours appreciated his—and other Winnipeggers'—help and courtesy:

"This was my second trip to Winnipeg -- you folks are just wonderful! . . . In the par-

ades I must have shaken hands with hundreds of children. . . . One little girl of about five kissed me on that black (clown's) face of mine —usually kids are afraid of that grease. . . . it was a thrill to make the children so happy. . . . Sure thank you for that wonderful hospitality at the Navy-Marine Club and a lovely visit we will never forget. . . . Give my best to all in the Drug Department and that wonderful store. Sincerely, Noble H. (Rolls) Royce, Lincoln 1, Nebraska."

Notions—By V. Gillespie

Congratulations to our Mr. Shaw on his appointment as department manager, and also to Mr. Herriot on his appointment as assistant.

Welcome back to Irene Weeden on her return after being absent with an injured back.

Speedy recovery wishes to Ruby Williams who has just undergone an operation.

Stationery and Books—By M. C.-Lawton

Saturday morning, July 30, was a time of farewells in our department, when three of our staff left us. At a gathering before Store opening, Mr. S. Florence presented binoculars to Miss M. Preston, thanking her for her loyal service and from all of us wishing her health and happiness on her retirement.

To Gertie Boscott and Dorothy Robinson, fitted train cases with our best wishes and the hope that they will like their new homes in Vancouver.

Engaged: Eleanor Lewicki to Ed Sebastian of Transcona.

Charlotte Wellard had the misfortune to sprain her ankle. We are not sure whether she was at a parade or in one when it happened, but it was tough luck anyway. Speedy recovery, Charlotte.

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SECOND FLOOR

Fancy Goods—By M. Deacon

Lillian Irlam was presented with a beautifully fitted train case from the department, in honour of her completion of 30 years service with the Company, June 23 1955. She also received many other gifts from her associates. Congratulations and good wishes, Lil.

Dress Goods—By E. Twyman

Mrs. Grace Edwards of our office has left to take up housekeeping in her new home. On behalf of the department management and staff, Mr. P. Odell presented her with a telephone desk and chair. Every happiness and success in the future, Grace.

Service Bureau and Checking Office

By A. Kuhlman

Mr. Jack Williams celebrated his 30th anniversary with the Store on June 8. Mr. H. Elmarson commended Mr. Williams for his good work at all times, and on behalf of the department presented him with a lovely mantel radio. Our best wishes for many more happy Eaton years to Mr. Williams.

Miss Marge Pascoe made a very lovely bride when she became Mrs. Robert Paton on July 16. She was presented with a beautiful table lamp by Mr. Williams on behalf of the staff. Much happiness to you, Marge.

Jean Greenaway was very radiant the morning of July 30 when she left our checking office to become Mrs. Henry Brandenburg. On behalf of the department Mr. W. Spenceley presented her with a set of china in a delicate rose pattern. Every happiness, Jean.

* * *

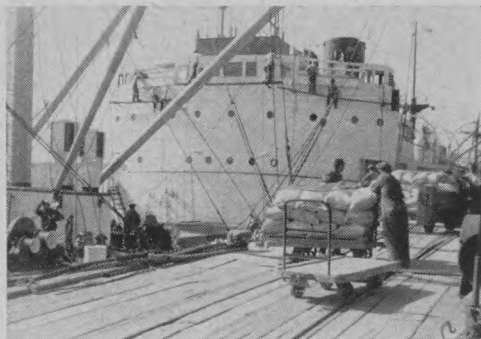
DEPARTMENTAL NEWS should be assembled for the printers the first working day of the month. Please try to get it to Contacts during the last few days of each month. Thanks!

THIRD FLOOR

Hardware—By H. Smith

We are glad to report that Martha Greig has returned to work after a lengthy illness; also Mabel Lightfoot is back with us again after a long siege in the hospital. We hope they continue to have good health.

Gertie Sanders, our "Super Health" demonstrator, left on Saturday, July 16, to live across the border. Best of luck, Gertie. Mrs. S. Haldane also left that day to devote her time to housekeeping.



Groceries

Here's a scene at that cool northern port of Churchill at the terminal of the Hudson's Bay Railway. It was taken while there on vacation by Miss Hester Wells of our department—her hostess, by the way, was former Eatonian Betty Fisher (now Mrs. Griffiths) of the Fur Department. Shown is the freighter Manchester Endeavour, and she is loading bags of flour. Nice to know that our good Canadian flour as we mill it, is welcome in the Old Country! Ahead of this vessel was a ship from the Free State of Liberia on the West African coast, loading wheat.

Coffee Bar—By M. Williams

Mrs. S. Pearce left the Coffee Bar Saturday, August 20, to be married to Mr. Peter Hepner, R.C.A., Shilo. She was presented with an eight-person set of flatware from her co-workers in the section. We all wish you the very best, Shirley.

Grill Bakery Counter

Staff in this department and at the Main Floor Grill Room circle are very pleased to know that Barbara Duke has been awarded a bursary by the Winnipeg "Tribune." Barbara has been working part time with us for some years. The newspaper write-up paid tribute to her grand school record — being sports editor, for instance, of the Gordon Bell school paper; in opera and the girls' and mixed choirs; secretary-treasurer of her C.G.I.T. group, patrol leader of Girl Guides, prominent in track and field sports, pianist and singer. In addition, her scholarship is outstanding—94 in mathematics in grade 13 exams this season, 87 in chemistry, 82 in English, etc. The \$600 bursary for study in general arts at the university (after which Barbara hopes to specialize in Personnel and Business Administration study) is indeed a deserved help to a very worthy student. Congratulations, Miss Duke!

Foods Merchandise Office

We don't know what the final "score" will be, but understand that on their recent deep-sea fishing excursion, Mrs. Ross Screaton started making things difficult for hubby by boating a tuna fish that weighed over 520 lbs.! We have a faint idea that Mr. Screaton will have to be lucky to hook into and get a bigger one aboard! Anyway, we hope they are having a grand time down at Yarmouth, Nova Scotia, and vicinity.

Meat Department—By H. Mensforth
Congratulations to Charlie Beatty on the arrival of his first grandson (Martin Grant), August 11; and also to Mrs. McKellar on the arrival of a baby girl (incubator baby), August 17, weight 2 lb. 4 1/4 oz. (Rita Mary).

* * *

FOURTH FLOOR

Beauty Shop—By S. Proctor

Belated congratulations to Irene Kowerko who was recently engaged to Martin Miller.

On August 17 a shower was held at the home of Mrs. Florence Louch on behalf of Elsie Willick. Irene Kowerko presented the guest of honour with a breakfast set from those present. On August 20 Mrs. Florence Louch presented Elsie with pyrex ware on behalf of everyone in the department. Mr. H. J. Besette was away on his holidays so missed all the excitement in the department. Too bad!

Sorry to hear Mrs. Findlay is away ill. Hurry and get well, we need you.

Mr. Pearce has been in to see us lately and he is looking much better. Keep up the good work, Mr. Pearce!

* * *

FIFTH FLOOR

Children's Wear—By Mrs. F. Kellett

Sorry to be late with this bit of news. Congratulations to Mr. and Mrs. W. A. Medland whose wedding was solemnized July 14. The bride was the former Betty Johnston of Department 211.

Our sincere sympathy to Mr. W. J. Wakefield and family in the recent loss of their mother.

* * *

SIXTH FLOOR

Two Executive Offices Staff Members Depart for Other Fields

Popular and witty member of the Executive Offices staff, Mrs. Phyllis MacIver has decided to devote full time to housekeeping, and left on Friday, July 29. The girls of the Executive and Merchandise Offices presented her with personal gifts as tokens of their regard. We will miss her bright, sunny smile and frequent witty comments, but wish her well in her homemaking.

As a result of some straight shooting by "Cupid," the Executive Offices have lost another staff member, Miss Audrey McDonald, who will become the bride of Mr. Robert Smyth at Harrow United Church on September 17. Prior to her leaving on September 3, Executive and associated office staffs gathered in Mr. Pinfold's office to honour her.

In thanking Miss McDonald for her fine work during the time she has been associated with the Executive Offices, Mr. Pinfold extended the best wishes of all her associates for continued happiness in her married life. He then presented her with a set of blonde-finished living room tables for her new home. Following their marriage Mr. and Mrs. Smyth will reside in Toronto. Another case where Winnipeg's loss is Toronto's gain!

Merchandise Office

On Saturday, August 27, the Merchandise Office staff and associates gathered to honour Miss Mary Whyte on her forthcoming marriage to Mr. Alan Munro, September 7. On behalf of the staff, Mr. W. J. McKeag, Divisional Merchandise manager, presented May Mary with a leather inlaid walnut coffee table and accessories, and extended the best wishes of all for a very happy future in her new home in Calgary where the Munros are to reside.

Telegraphs and Correspondence

By Margaret Gair

Marie and Bill Finch, from Toronto, spent a few days in Winnipeg on their honeymoon. Marie works in the Toronto Buying Office Telegraphs, so dropped in to see us. We all hope they had a nice time here and a good trip home.

We'll miss Marg Gray who left us on August 13. She was the recipient of a lovely leather handbag from the office staff.

Welcome to Donna McDougall who joined our staff in August.

Draperies

We wish Mrs. Schultheis much happiness in her marriage—an event of August 26. Mr. H. Pilling, on behalf of the Draperies Department, presented the gift of a picture.

The Draperies Department extends best wishes for recovery to Herb Pilling's mother who, as we write, is ill in the Misericordia Hospital.

A shower was held at the home of Miss Daisy Zetterstrom on Tuesday, August 23, in honour of Miss Joyce Monkman, a bride-elect of next month. What lovely cups and saucers! We know they'll be useful, Joyce!

Floor Coverings—By G. McLean

To honour Jo-Ann Boyd of our office, whose marriage will take place September 10 to Mr. Al Pommer, Eileen Ferguson entertained at a shower Wednesday, August 3. A presentation of stainless steel kitchenware was made to Jo-Ann.

Our sincere sympathy is extended to Mr. M. Arkie in the loss of his father, and to Mr. P. Milne in the loss of his aunt.

General Office—By G. Hayward

On August 23, Barbara Wilson received a beautiful diamond ring from El Watson. Congratulations.

Belated congratulations also to Marilyn Mooren who received a lovely diamond from Stuart Duncan, June 24.

Best wishes to Olga Parastiuk whose marriage to John Tymkiu took place on August 6 at the Blessed Virgin Mary Church. A presentation of an electric fryer was made by Mr. R. B. T. Whitbread on behalf of the department.

On August 19 Gladys Dopson became the bride of Hardy Penner at Bethel Baptist Church. Mr. G. M. Bell, on behalf of the department, presented Gladys with Revere ware. Congratulations and best wishes.

Teresa Helen is the name given to a baby girl born to Mr. and Mrs. Mike Tomlinson on August 9.

Also Mr. and Mrs. Dick Howard (nee Dorothy Newman) announced the arrival of Gordon Richard Robert.

Congratulations to these happy families.

Sorry to report Ellen McDonald is away ill. A speedy recovery, Ellen.

We welcome two new staff members, Bobby Smullen and Diane Scammell.

* * *

SEVENTH FLOOR

Electricals—By W. Ruppenthal

Congratulations and best wishes to Lynn Wallis on his engagement to Bonnie Bateman which took place July 29.

We are pleased to welcome Mrs. Mary Dunning to our staff. Hope you will like it here.

Congratulations to our summer-service colleague, Judy Holmes, who "got her name in the papers" for merit recently. As reported in the "Free Press" of August 11, Judy who is 17 and just graduated from Norwood Collegiate, achieved local fame in the Grade 12 composition and final exam. She made 100 per cent marks for her exam paper! An education official stated



that while such a mark may have been achieved before, this was outstanding among recent years' records.

Judy's paper was re-read by several instructors to make sure every mark was fairly earned, too! Grand going, Judy Holmes, to make no slips in grammar, spelling or punctuation—and to write an outstanding composition.

Eighteen

Our best wishes go to Shirley Gegrash in her career as a dancing instructor. Shirley was presented with a gift on behalf of the department.

Plans are underway for a wiener roast to take place about the middle of September. Let's have a good turnout, folks!

* * *

EIGHTH FLOOR

Sales Audit—By B. Parsons

Our very best wishes go to Marge Tomkin who was married to Gary Hanel on August 20 at St. Alphonsus Church. Mr. Croft presented her with a clothes hamper on behalf of the department staff. They will reside at Fort Frances, Ontario.

D.A. Office—By B. Hammond and P. Wasaty
On June 25 Carole Goodman was married at St. Matthew's Church to Bob Grantham.

We lost one of the "older" members of the staff on July 30 when Vicki Dwernchuk left to concentrate on housekeeping. The office presented her with a "Lazy Susan."

July 13 Irene Martens received a beautiful diamond from Jack Reimer. We hear the big day is September 10 and offer our congratulations and best wishes.

A shower was held at Bev Walker's for Marlene McFarlane on July 26. The bride-to-be was presented with blankets and linens. When Marlene left on August 4 the office gift to her was cooking utensils. The wedding took place at Holy Trinity on August 6. Best wishes, Mike and Marlene!

Pat Thoroski received a "duster" coat and jewellery when we bade her good-bye on August 6.

Provision Order Board—By A. Atkin

Sorry we missed getting into the previous issue. Congratulations to Ruth Gordon for being elected "Driver of the Week."

Welcome back Helen Studham and Edythe Course, after short illnesses. Nice to hear Mrs. Morrison, too, is on the way to recovery.

Had a pleasant surprise when Dolly Hale and Hilda Gullon visited us. Glad to see them both again.

Deepest sympathy to Jean (Vermeulen) Knight on the deaths of her maternal grandmother and paternal grandfather.

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NINTH FLOOR

Construction Office—By D. J. McTavish

We are very proud of Norman Buckboro's attempted swim across Lake Winnipeg. Too bad you didn't make it, Norm, but better luck next time.

Congratulations to Chris Bewick who placed first in the third flight of the Manitoba Ladies' Open Golf Tournament, held in Winnipeg recently.

We miss Mr. Rogerson and Bob Eakin who are temporarily in Lethbridge organizing and supervising the installation of those "super" new fixtures for that modern Eaton store.

* * *

ELEVATOR UPS AND DOWNS

By Aldous Brow

The best of luck to Suzanne Park who left our department recently to take up housekeeping duties full time.

Nice to see Evelyn Pogue and Thelma Wicklund back with us after their recent illnesses.

To George Dorian and Mr. J. Sutherland our deepest sympathy in their recent bereavements.

Congratulations to Beverley Giles, one of our Mail Order operators. She is a member of the Heather Belles Pipe Band which won the judges' votes as the best pipe band and drum corps at the Kinloch Highland Gathering at Fort William, Ontario, early in August. We are proud of you and the band, Bev!

Art Boyce, a member of our Warehouse staff was honoured by the department upon his retirement August 27. Loads of luck, Art, and may there be many happy years ahead for you.

IN THE MAIL BAG

SECOND AND THIRD FLOORS

M.O. Packing and Money Returns

By F. Spice

Emily Ritchot left us August 20 to be married on August 27 to Mr. John D. Paddison at Norwood United Church. She received assorted linens from the department.

Margaret Morrill left August 26 to be married on August 27 to Mr. Gordon J. Cross at West Kildonan United Church. She received a bed throw from the department.

Miss Lillian Adams left on August 27 to be married on August 29 at Old St. Andrew's Church to Iver Wendel. Lillian received sheets from the shower fund and a bedspread from the department.

Best of luck to all these brides and their husbands in the years ahead.

* * *

FOURTH FLOOR

M.O. Children's Footwear—By D. Clubb

Florence Leithwood left us July 23 to become the bride of Don Gledhill. On leaving, Florence was presented with stainless steel pots and pans on behalf of the department. The wedding took place July 30. Congratulations and best wishes, Mr. and Mrs. Gledhill.

* * *

FIFTH FLOOR

Stationery and Books

Welcome back, Mrs. Margaret MacRae, who has been away ill for the past month. Glad to have your smiling face around again, Marg. Our sincere sympathy to Mrs. Nellie Oakes in the loss of her father.

Accessories, Millinery—By M. Fraser

It is with sincere regret that we report the death of Kay Froese of Department W4 Workroom, in a highway accident which occurred Sunday, September 4. Kay's quiet friendliness and unfailing courtesy will long be remembered by her friends and associates. We offer our deepest sympathy to her parents and family.

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SIXTH FLOOR

Jewellery and Watch Repairs

Henry Enns is receiving hearty and well-deserved congratulations on winning the John David Eaton trophy in the five field-day class playoffs.

Sorry to hear that Nick Doyle is in the hospital. Hope to have him back with us soon.

Our best wishes go to Bob Frazer who left us on August 4 to live in Morse, Sask.

Our sincere sympathy is extended to Mr. W. Davidson, a retired member of our staff, in the death of his wife.

M.O. Dress Goods—By W. Crowston

We're a little late, but here are our best wishes to our two recent brides, Edith Chapman and Ethel Sheidow. On June 27 Edie became the bride of Henry Rayson at Home Street United Church; and on August 6 Ethel Sheidow and Jimmy Lytle exchanged marriage vows. A double shower was held on June 17 at the Homestead in honour of these two brides-elect. Before they left, the department through Mr. J. B. Donnett, presented Edie with silverware and Ethel with blankets.

Speedy recovery wishes to Mrs. Min Stacey who has been in hospital.

M.O. Household Linens

By F. Rogers and J. Burns

Good-byes and best wishes were extended to Mr. Jack Shepherd of this department when he left the Linens after 31 years of service to join the staff of the Dress Goods. Mr. H. Hancock, on behalf of the department, presented Jack with a television lamp and

thanked him for his cheerful and conscientious co-operation during his years with the Household Linens.

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SEVENTH FLOOR

Sportswear—By M. Kurdydyk

Sorry, missed getting in our news last issue —away "on holidays!"

Belated congratulations to Betty Lane who received a lovely engagement ring from Allen Doyle on June 27.

Congratulations are also due to Muriel and Ken Merrett on the birth of their 8-lb. 4-oz. daughter, Debbie Lou, on August 12; also to Margaret and Steve Prokopenko on the birth of their 7-lb. 13-oz. daughter, Elaine Margaret, on August 24.

We are pleased to welcome to our staff Walter Drebnicki and Ron Farrell.

What man in our department has been practising at the Y.M.C.A. every day for a try at Lake Winnipeg? We wonder why he insists on wearing a bathing cap?—To keep his ears warm?

M.O. Sporting Goods

By Dorothea Hardiman and Johnny McNiven

Best wishes to Gordon Cross who was married on August 27. The department's gift of a kitchen cabinet was presented to Gordie by Mr. S. McCallum.

Welcome back to Ethel Anger who was in the hospital for an operation on her ear. We sincerely hope this proves the final one, Ethel.

We are also glad to report that Herbie Oliver is feeling much better and hopes to be back with us some time in September.

Sorry to report that Ronnie Ford is still in the hospital, but we all hope he will soon be up and about again.

Our deepest sympathy to Nellie and Jimmy Oakes and family in the loss of Nellie's father.

M.O. Budget Plan

By K. Butler and J. Britain

We say good-bye to Lorna Keast this month; she left us to live in the east. The office staff presented her with a piece of luggage and a corsage.

Congratulations to Gladys Smith and to Lily Schultz on their recent engagements. The fortunate men are Ted Benson and Glen Johnson, respectively.

We're glad to see Lucille Miklush back after her recent accident on the baseball diamond.

* * *

EIGHTH FLOOR

M.O. Copying—By M. Shepherd

The wedding of Laurie Woollard took place at St. Matthew's Church on August 27 to Mr. L. Draward. On leaving, Laurie was presented with linens from the department and many other useful gifts from the girls.

A bathroom hamper was the department's gift to Donna Copeland when she left to marry Doug McCarthy at Knox United Church, McCreary, Manitoba, on September 3. Donna also received many other gifts from the girls.

When Grace Landrey left us recently she received a mantel radio from the department as well as many personal gifts from the girls. We wish you the best in your new surroundings, Grace!

Good luck also to Grace Saunders. As a parting gift the department presented her with a mantel radio. There were also many personal gifts on her table from the girls.

We extend our sympathy to Doreen Whitely whose mother recently passed away and to Dorothy Hunt who lost her father suddenly.

M.O. Correspondence—By Susan Filteau

Bea Graham walked in on August 4 wearing a lovely ring on that all-important finger. The lucky man is Graham Shaler. Congratulations.

Carol Peabody and Joyce Faykus received lingerie and Yvonne Favelle was given a sweater and jewellery on their departures recently.

M.O. Salesroom, Mailing List, Inquiries

By M. Beck

Another summer is almost over, with holidays and our annual picnic now past history. The picnic evening began with supper in the shade at Kildonan Park. The committee of seven did a good job arranging the sports program. Jack Greenwood, the "grandfather" of our departments, won the "granddaddy's" prize. (Hush! We have four grandmothers.) The biggest number race was called the Lemon Race (ladies over 40). The departments wish to thank the committee for a job well done.

July bride—Betty Bartel.

August Brides—Adeline Stemkoski, Gloria Evaskavick, Evelyn Rerrick. Congratulations and best wishes to them all!

M.O. Cashiers—By E. Norton

Best wishes to Anne Shemley who left for Vancouver to be married to William Jackson, September 16. She received a chenille bedspread and wool blanket from the department. A shower also was held in her honour at the home of Edith Lechuks.

Carpenters—By George Smook

Well, 'twas a 6,000-mile trip to Mexico, California, etc., a bit tiring but well worth it! Went to Disneyland and saw you know who—Davy C—t! Opinions differ. Las Vegas — wonderful! Saw Gisele Mackenzie, Ann Sothorn, Mickey Rooney Martin and Lewis, Spike Jones and many others; big bang out of Mickey Rooney though he's surely no giant! Also saw Grand Canyon—great place for used blades, etc.

Some of the men still to go holidaying—Olie Olson and Albert Bird, among others, all set for their usual fishing tour. And speaking of fishing, tried my first luck at this at Geraldton—beginner's luck—hooked a great big three-foot 20-lb. jack; but brother-in-law, a local man, says "No kind of fish, that," and threw it back! However, made up for it with several fine pickerel. (As to the jack, have a picture to prove it.)

At Geraldton, by the way, had a wonderful talk with a prospector who was one of a group who made a rich "strike" a year or so ago; now a millionaire. Believe our "Free Press" is to run a picture story on it.

Big news for next time; late now, so this is "thirty," as the say.

* * *

PRINCESS STREET WAREHOUSE

Electric Washers, etc.

Our Mr. D. Hopman's daughter, Gertrude (Trudy), was selected to present flowers to

Imperial Potentate W. C. Guy when he visited the Crippled Children's Hospital on his visit here during Shrine Cavalcade. Trudy, now 12, has been receiving attention and surgery at the Shrine Hospital since she was two, for spastic paralysis — a long job but with heartening results. Congratulations on the event and every good wish to you, Trudy!

LIGHT, HEAT AND POWER

By J. G. Anderson

Our holidays have come and gone, the time has all been spent,

We've nothing but our memories now to tell us where it went,

But go we did and lift the lid from places quite sublime,

To live up their lethargy and make them step in line.

Jim Maltman to Bemidji went to see Paul and his ox,

Paul is a statue twelve feet tall and wears size fifty sox.

Cleve Baker drifted farther south to see

Wisconsin Dells,

Where many are the sights he saw and good the tales he tells.

Chicago was a humble host to our young

Baxter, Bill,

Don't ask him what he saw or heard for he is talking still.

Dan Munt he boasts quite modestly he saw Niagara Falls,

While Beeny stayed at home this year and painted kitchen walls.

Las Vegas found Jack Preece at ease among the roulette wheels,

His gains or losses in this place he never quite reveals;

While Percy Moore fixed up his Ford and took out every rattle,

Then filled her up with gas and oil and set out for Seattle.

And so the rest of us did go to places far and wide,

By train and bus you'd notice us and some did thumb a ride.

But all did have the grandest time, of which we still are raving,

And for to do it all again, each one of us is saving.

We thank the Company where we work that gives us these vacations,

That help our health, decrease our wealth and enamour our relations.

So if we holiday in France, the Rockies or the Tetons,

You'll find wherever we may go, we brag we work for Eaton's.

Girls! It's Our Golf Field Day September 21st

By M. McCance

Wednesday, September 21, is "THE" Day as far as Eaton's lady golfers are concerned. That is the date of the Fall Field Day which is the wind-up of our golf season. Those of you who have been to our field days know what a good time is in store, and those members who have not attended before can look forward to a wonderful day.

Highlight of the day will be the playing off for the "Oscar" trophy (by the leaders of the three classes, A, B, C), which will start in the morning and will be nearing completion when you girls are teeing off

in the afternoon; this way you should be able to cheer the victor as she finishes.

Members may enjoy this day for the nominal fee of \$2.50. Tickets may be obtained from Mrs. Betty Meiklejohn (Staff Training Office) or from Miss Mattie Halderston (M.O. Copying, Eight Floor M.O.).

Buses will leave from Eaton's Garage at 12:30 and 1 p.m. When you are happily weary after your golf game, you will be served those delicious steaks "a la Elmhurst" (with trimmin's of course). WOW!

Now — all together — wish for fine weather!

Nelson World Summer Bonspiel Championship Won by Brandon Rink



Left to right—C. McFadyen, Fred Pilcher, of Eaton's; Fraser Clark and Bill Breadner. Right—Mr. Pilcher's "Welcome Home."

Fred Pilcher, Eaton's office manager, along with three other members of Brandon Curling Club, C. McFadyen, Fraser Clark and Bill Breadner, arranged their vacation to coincide with the dates of "The Bonspiel of the Roses" at Nelson, B.C., and captured the Hudson's Bay grand challenge event, emblematic of the World Summer Bonspiel championship.

Making the trip along with the local quartet were their wives who acted as their advisors and cheering section.

The provinces competing in the 'spiel

were Ontario, Manitoba, Saskatchewan, Alberta and B.C. with one rink from Minot, N.D. Fifty-four rinks in all took part.

At the conclusion of the 'spiel, the Brandon men and their wives were most graciously entertained by Mr. O. Odegard, manager of Eaton's Store in Nelson, and Mrs. Odegard.

On returning, Fred was agreeably surprised to find his desk gaily decorated with streamers and a gift of a sport shirt awaiting him from the members of the office staff.

RECENT APPOINTMENTS

Winnipeg

Department W928—Basement Store — Men's and Boys' Clothing, Made-to-Measure, Furnishings, Hats, Caps, Parkas, Overalls and Luggage:

MR. G. HAMMOND, department manager.

Department W257—Electric Washers, Ironers and Dryers, Gasolene Washers and Dryers;

Department W258 — Electric Vacuums, Polishers and Carpet Sweepers;

Department W259—Electric Refrigerators;

Department W356—Electric and Gas Ranges:

MR. C. K. MAJOR, manager.

Department W222—Notions, Hair Goods, Buttons, Thread, House Wares and Shoe Findings:

MR. L. W. SHAW, Department manager;

MR. R. E. HERRIOT, assistant.

Department W112—Time Office:

MR. G. ALLAN, department manager;

MR. G. A. GRIFFITH, assistant.

Lethbridge

Department L928 — All Hosiery, Gloves, Scarves, Neck Wear, Infants' and Children's Wear, Girls' Wear, Women's Lingerie and House Dresses, Men's and Boys' Furnishings, All Foot Wear, Misses' and Women's Ready-to-Wear, Sports Wear and Millinery:

MR. W. HAY, assistant.

Department L1100—Snack Counter:

MRS. C. REA, assistant.

Nipawin, Sask., Order Office

MRS. M. FORGIE, in charge.

Fort Churchill, Man., Order Office

MRS. ANNE KENDALL, in charge.

Estevan, Sask., Order Office

MISS ILENE BLOOR, in charge.

Quesnel, B.C., Order Office

MRS. C. L. PARNO, in charge (formerly Miss C. L. Holt).

LONG-SERVICE ANNIVERSARIES

September 15 - October 15

FORTY YEARS

Arthur F. Harding, M.O. Hardware...Sept. 29

Allen H. Brazil, M.O. Exchanges...Oct. 16

THIRTY-FIVE YEARS

Paul Huot, Multi-typing...Oct. 6

Jack E. Hutchinson, Supply Office...Oct. 11

TWENTY-FIVE YEARS

J. F. Gargett, Women's Shoes...Sept. 24

Miss G. A. Helgason, M.O. Piece Goods...Oct. 1

GIVE BLOOD—SAVE LIVES!

See Page 14



Hold This Date!

**THURSDAY
NIGHT,
NOVEMBER 10**

CONTACTS

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Editor: W. E. (Bill) GRAY

**NEWS DEADLINE: END OF PREVIOUS
MONTH**

**NOTE: DATE OF ISSUE — 15th OF
EACH MONTH (or Nearest Day)**

IDEAS — Can Bring You Suggestion Awards!

Most of us get ideas at times, about the work we do or the work being done around us; about this system and that. Not so many "work on" those ideas. How about you—any ideas for improvement of service to customers; for correcting job-operation snags; for reducing operational costs; for improving job safety or eliminating special hazards? If so, use those Suggestion forms and send them in.

Since last report, the following Winnipeg Eatonians have been awarded money for suggestions:

For Suggestions Accepted

MR. D. J. JONES, Engineers,	
three suggestions	\$15.00
MISS P. RUFFEES, Cust. Accts.....	10.00
MR. F. McLEOD, Garage.....	10.00
MRS. B. BROWN, Fancy Goods.....	5.00

For Constructive Thinking

MISS D. SLACK, Staff Training.....	10.00
MRS. A. PEARSON, Drapery W.R....	5.00

Twenty-Two



Yes, we want you to mark it down NOW as Booked Up for a grand time. May seem early to you, but the Assistants' committee dated it nearly a year ago for

EATON'S FALL DANCE

at the

ROYAL ALEXANDRA

"The Season's Greatest with the Mostest"

**3 BALL ROOMS
DANCE BANDS**

Choice of tempos and styles — ballroom, hepster, old-time, square (the dance, not you!)

TV SET DOOR PRIZE

Come and Bring a Party of Friends!

\$1.00 per Person

Tickets on Sale Soon.

In Memoriam

There by His love o'er-shaded, sweetly my soul shall rest.

JOHN R. TORBET

Retired from the Delivery Department since about four years ago, Mr. Torbet passed away on Saturday, August 6, at the age of 68 years. He came to Canada from Scotland well over 40 years ago and worked for the Company since 1912. Member of King Memorial Church, Past Patron of Eastern Star No. 22, and Past Master of Masonic Acacia Lodge, No. 111, he was widely respected and admired. Three sons survive, of whom one, Mr. J. Torbet, works in M.O. Linens Department. To him, his brothers and their families, we extend sympathy in their loss.



MISS VIVIAN M. FOOTE

Miss Foote, who was mentioned prominently in our Jubilee issue of July, passed away after a brief illness, in Grace Hospital on Saturday, August 27. Born in Newmarket, Ont., she joined the Company in Toronto in 1888; came to Winnipeg for the Store opening in 1905, and until her retirement in 1926—29 years ago—she was chief cashier.

A woman of remarkable vigour, she was alert and active until the last few short weeks. Daily she came to the Grill Room for lunch, and to chat with old friends; and she gave active help to Holy Trinity Church right up to the end, having joined that church on her arrival here. She was in her 89th year. Among the pallbearers were Mr. R. M. Pinfold, assistant general manager, and Mr. W. L. Palk, Store superintendent. Mr. H. B. McGregor, former Mail Order department manager who came west for the Company in 1905, and a life-long friend of Miss Foote, and his son, B. H. McGregor, Mail Order department manager, were also bearers. To Miss Foote's surviving sister, Mrs. Maude Burrows, and nephews and nieces, we offer deep sympathy in their bereavement.

HARRY KEOUGH

Manager of Eaton's Saskatoon Store from November, 1927, until November, 1952, Mr. Keough was a real Eaton "old timer" and a man widely known and highly respected among Eatonians all across Canada. He joined the Company in Toronto in 1904, came west in 1905 and worked in General Office and other positions. Enlisting in World War I he saw active overseas service from 1915 to 1919 with the 4th Field Ambulance. After his return he worked in Winnipeg gaining varied experience and went to Saskatoon as Store manager.

Retiring in 1953, he was the recipient, among other gifts, of a new car—the gift of his Saskatoon associates and Eaton executives in Winnipeg and Toronto. In Saskatoon he had been active in Board of Trade, Navy League and Community Chest budget affairs. He retired to Vancouver where he passed away on Sunday, August 28, after a lengthy illness. To his widow and two sons, the sympathy of his many, many friends in their loss.



Sincere sympathy to these members of the staff who have recently been bereaved:

In the Loss of a Father

Mr. J. Torbet.....M.O. Linens
Mr. R. Younger.....Plumbing, Stoves, etc.
Mr. A. M. Arklie.....Carpets, etc.
Mr. D. Patton.....Receiving
Mr. E. Dumaine.....Night Caretaking
Miss D. Hunt.....M.O. Copying
Mr. C. Vermeulen.....Carpet Workroom
Mrs. Nellie Oakes.....M.O. Stationery
Mrs. Ruby Fail.....M.O. Stationery

In the Loss of a Mother

Miss D. Whiteley.....M.O. Copying
Mrs. Frances Minch.....Radios, Music, etc.

In the Loss of a Child

Mr. A. Robinson (baby boy).....Delivery
Mr. D. S. Dewar
(stillborn baby girl).....M.O. Jewellery

In the Loss of a Sister

Mrs. T. Milne.....5th Floor Restaurant Bar
Mr. Karl Senf.....M.O. Packing

In the Loss of a Brother

Mr. F. Patry.....Meats, Third Floor
Miss J. Firman.....Grill Room Bakeshop
Miss B. Larocque.....3rd Floor Coffee Bar
Mr. H. Jones.....M.O. Packing
Mrs. J. Parfitt.....Cash Office

OCTOBER 9th to 16th

FIRE PREVENTION WEEK

Does This Scene Look Familiar?

Fortunately, to Eatonians and Winnipeggers generally, not too familiar. But we did have a very real danger, remember?

The industrial fire shown here involved over a 1¼-million-dollar loss in property alone—and could have been prevented by one safety rule that was neglected.

Eternal Vigilance Is the Price of Safety—and we thank Eatonians for helping our regular and volunteer Fire Protection staff so well. Let's Keep up the Good Work!

Report any safety hazards or danger spots; any defective machinery or electrical items — let the right people fix them!

Know the uses of the fire extinguishers—Regular type (large cylinder with ring handle); Pump type (mostly in warehouses) — **FOR ORDINARY FIRES.**

C.O.2 (Carbon Dioxide) throws a cloud of snowy effect, has wide funnel on short hose; **USE FOR FLAMING LIQUIDS OR ELECTRICAL FIRES.**

Carbon-Tet. has handle to turn and pump vapourizing liquid — use on electrical fires.

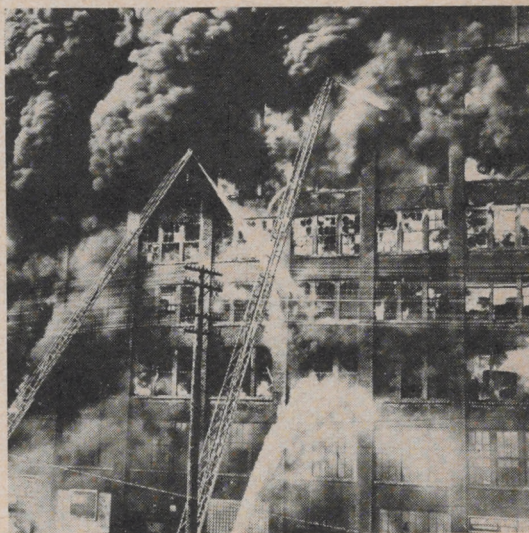
Foamite (marked with name). For oil, grease, gasoline fires.

(We plan to run a short series on these extinguishers later.)

RED STAR ON PILLAR OR WALL MARKS LOCATION OF EXTINGUISHERS

Get to know who's on the volunteer fire brigade in your section and notify them of any trouble.

To Get in Touch with Fire Inspector's Department in an Emergency—
CALL CHIEF OPERATOR, TELEPHONES. The Message Will Be
Relayed to Department Immediately.



Don't Make An Ash of Yourself!

EACH DAY in North America **FIRES TAKE** Thirty Lives . . . thousands of jobs . . . cause many injuries . . . and destroy industrial and business property worth Four Hundred Thousand Dollars — **EACH DAY, REMEMBER!**

So: **SMOKE** only in permitted places and be careful with butts, live ashes and matches.

Be Careful with Oil and Solvents; Oily or Greasy Rags, Waste or Clothing.

Be Careful with Gas and Electricity, and any liquids which may explode or burn.

Trash — Fumes — Dust Are Dangerous Always

Don't cover, hide or obstruct Fire Equipment or Sprinkler Heads with stock or empty containers . . . give sprinklers particularly, room to work.

OR—YOU MAY MAKE AN ASH OF YOURSELF!

Don't
give

FIRE

a place
to start